

PERSONAS

SHARON

AGE: 58

GENDER: F

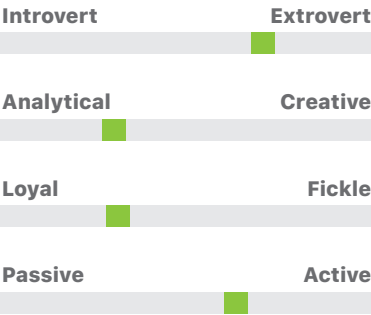
EDUCATION: Ph.D.

WORK: Retired

LOCATION: Miami, FL

INCOME: \$70,000/Y

PERSONALITY



Friendly

Family Oriented

Organized

BIO

Sharon is a retired housewife. She holds a doctorate degree in Food Science and Nutrition and was a professor at University of North Carolina Asheville, in North Carolina. Her and her husband relocated to Miami 3 years ago where she became a guest lecturer at the University of Miami's Miller School of Medicine.

Sharon is interested in a healthy lifestyle for her and her family. Her children have graduated college and they don't live at home but she is still very much part of their lives. Sharon would like to volunteer some of her time and she is interested in community gardens, socializing, the environment, wellness and is thinking of maybe starting a non-profit and continue educating kids.



MOTIVATIONS



GOALS

- Creating a non-profit
- Making new friends who are the same age and active
- Staying healthy

FRUSTRATIONS

- My family doesn't have time for me
- Bored of the same food
- That people around her don't take their health seriously